

ORDER



Orders
Order / Rev: 184698
Alt Order #:
Product Desc: House Majority PAC
Estimate: 1634
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/21/12 / 08/21/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Issue/House Majority PAC
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P2
Revenue Codes: POL, POL, ISS

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	35	\$41,175.00	\$34,998.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	35	\$41,175.00	\$34,998.75	0.00
Totals	35	\$41,175.00	\$34,998.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	09/04/12	09/10/12	6-7A News M-F/KMGH	CA	6A-7A	MTWTF--	:30	2	\$600.00	P2	0.00	NM	2	\$1,200.00
				6-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		2				\$600.00		0.00			
N 2	KMGH	09/04/12	09/10/12	GMA M-F 7-9A / KMGH	CA	7A-9A	MTWTF--	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
				GMA M-F 7-9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		2				\$700.00		0.00			
N 3	KMGH	09/08/12	09/08/12	ABC GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
				GMA SAT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S-		1				\$250.00		0.00			
N 4	KMGH	09/08/12	09/08/12	7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
				7-9a Sat Morning News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S-		1				\$600.00		0.00			
N 5	KMGH	09/09/12	09/09/12	ABC GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$275.00	P1	0.00	NM	1	\$275.00
				GMA SUN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S		1				\$275.00		0.00			
N 6	KMGH	09/09/12	09/09/12	7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				7A-8A SUN MORN NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S		1				\$500.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	09/04/12	09/10/12	The View THE VIEW	CA	10A-11A	MTWTF--	:30	2	\$700.00	P3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		2				\$700.00		0.00			
N 8	KMGH	09/04/12	09/10/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	MTWTF--	:30	2	\$600.00	P1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		2				\$600.00		0.00			
N 9	KMGH	09/09/12	09/09/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A	-----S	:30	1	\$550.00	P1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S		1				\$550.00		0.00			
N 10	KMGH	09/04/12	09/10/12	7News at 3PM / KMGH 7News at 3PM	CA	3P-330P	MTWTF--	:30	2	\$500.00	P3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		2				\$500.00		0.00			
N 11	KMGH	09/04/12	09/10/12	Inside Edition 330P Inside Edition 330P	CA	330P-4P	MTWTF--	:30	2	\$400.00	P3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		2				\$400.00		0.00			
N 12	KMGH	09/04/12	09/10/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	MTWTF--	:30	2	\$650.00	P1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		2				\$650.00		0.00			
N 13	KMGH	09/04/12	09/10/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	MTWTF--	:30	2	\$900.00	P3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		2				\$900.00		0.00			
N 14	KMGH	09/08/12	09/08/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----S-	:30	1	\$550.00	P2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S-		1				\$550.00		0.00			
N 15	KMGH	09/09/12	09/09/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$750.00	P1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S		1				\$750.00		0.00			
N 16	KMGH	09/04/12	09/10/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	MTWTF--	:30	3	\$2,000.00	P2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		3				\$2,000.00		0.00			
N 17	KMGH	09/04/12	09/10/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	MTWTF--	:30	2	\$1,800.00	P2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		2				\$1,800.00		0.00			
N 18	KMGH	09/04/12	09/04/12	ABC Tue B ABC Tue B	CA	8P-9P	-T-----	:30	1	\$3,400.00	P2	0.00	NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-T-----		1				\$3,400.00		0.00			
N 19	KMGH	09/05/12	09/05/12	Modern Family (only) MODERN FAMILY	CA	8P-830P	--W----	:30	1	\$4,000.00	P2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	--W----		1				\$4,000.00		0.00			
N 20	KMGH	09/06/12	09/06/12	ABC Thurs C Thu C	CA	9P-10P	---T---	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	---T---		1				\$5,000.00		0.00			
N 21	KMGH	09/09/12	09/09/12	ABC Sun Prime ABC Sun Prime	CA	6P-10P (8:00 PM-10:00 PM)	-----S	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S		1				\$3,000.00		0.00			

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N21	KMGH	09/09/12	09/09/12	ABC Sun Prime ABC Sun Prime	CA	6P-10P (8:00 PM-10:00 PM)	:30	1	\$3,000.00	P2	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S		1		\$3,000.00		0.00			
N22	KMGH	09/04/12	09/10/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P MTWTF-S	:30	1	\$2,000.00	P1	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF-S		1		\$2,000.00		0.00			
N23	KMGH	09/04/12	09/10/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A MTWTF--	:30	2	\$300.00	P3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--		2		\$300.00		0.00			
											Totals	35	\$41,175.00